

## FLY YKM 2017 - Media Budget

Media	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
Radio - 19%													
TS2		\$1,088	\$1,632	\$1,632	\$1,632	\$1,088	\$1,088	\$1,088	\$1,088	\$1,088	\$1,088	\$1,088	\$13,600
Rad Yak		\$650	\$1,029	\$975	\$921	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$8,123
Bustos		\$438	\$657	\$657	\$657	\$438	\$438	\$438	\$438	\$438	\$438	\$438	\$5,478
Print - 12%													
Yakima Magazine			\$911	\$1,100	\$722		\$911	\$911					\$4,556
El Sol		\$947	\$947	\$947	\$947	\$947	\$947	\$947	\$947	\$947	\$947	\$947	\$10,413
Billboard - 37%													
Lamar	\$4,296	\$4,392	\$4,392	\$4,296	\$4,488	\$4,392	\$4,392	\$4,392	\$4,392	\$4,392	\$4,392	\$4,392	\$52,608
DIGITAL/FB - 20%													
Google Display/Pre-Roll	\$609	\$978	\$155	\$1,738	\$1,743	\$1,533	\$978	\$978	\$978	\$1,533	\$1,533	\$1,533	\$14,289
Facebook	\$833	\$833	\$1,297	\$1,389	\$1,389	\$1,389	\$833	\$833	\$833	\$1,389	\$1,389	\$1,389	\$13,797
DESIGN/ADMIN 12%													
Field Group Design & Acct Admin	\$840	\$2,665	\$1,020	\$1,080	\$1,045	\$1,080	\$840	\$840	\$840	\$1,080	\$1,080	\$1,080	\$13,490
Digital Management			\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$1,200
Everyday Deals				\$270	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$1,800
Fare Sale								\$240				\$240	\$480
TOTAL	\$6,579	\$11,990	\$12,160	\$14,204	\$14,023	\$11,997	\$11,557	\$11,797	\$10,646	\$11,997	\$11,997	\$12,237	\$139,833
											2017 Budget		\$140,000
											Placed to Date		-\$139,833
											Remaining Budget		\$167



# FIELD GROUP

thefieldgroup.net

**CLIENT: FLY YKM**

**DATE: 3.10.17**

**SUBJECT: FEBRUARY 2017 HIGHLIGHTS**

## **RADIO**

We are continuing to run twice a week on Townsquare, Radio Yakima, and Bustos radio.

## **PRINT**

We ran in El Sol in the month of February. Yakima Magazine began in March.

**YAKIMA A**

VIAJES EN MARZO  
EMPIEZAN A SOLO

**\$115\***

**FLYYKM.COM**

Los precios pueden variar dependiendo de la disponibilidad y algunas restricciones pueden aplicarse.

**PHOENIX**



## BILLBOARD

Artwork of billboard below that ran in February and received approximately 285,306 impressions.



## DIGITAL / FACEBOOK

We are not necessarily looking to increase visits to the FLY YKM website, but instead our goal is to increase passenger traffic through the Yakima airport. With that said, we are optimizing for more impressions (views) of the digital ads, rather than clicks on the ads to the website. Below is a highlight of both the Everyday Sales digital ads and the Fare Sales.

### Google Display February Digital for Everyday Sales (2/1 - 2/21, 2/28)

423,846 impressions

480 clicks on the ad

### Facebook February Digital for Everyday Sales (2/1 - 2/28)

25,665 impressions

1,311 clicks on the ad

#### Engagement

26 total comments on the ad

65 people shared the ad on Facebook

69 people liked Fly YKM Facebook page after seeing this ad

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### Google Display February Digital for the Fare Sale (2/22 - 2/27)

Salt Lake:

91,657 impressions / 45 clicks on the ad

San Diego:

24,814 impressions / 20 clicks on the ad

Reno:

28,688 impressions / 14 clicks on the ad

*TOTAL 145,159 impressions / 79 clicks on the ad*



**CLIENT: FLY YKM**

**DATE: 4.7.17**

**SUBJECT: MARCH 2017 ADVERTISING CREATIVE HIGHLIGHTS**

## **RADIO**

Starting in March, we began to run three times a week on Townsquare, Radio Yakima, and Bustos radio. Attached is a look at one of the on-air reads from Townsquare in March.

Destination information is changed three times a week for each spot. Below is a sample of the copy points sent in March:

*If I were go online right now and check out fares, I can find some great deals right out of Yakima.*

*See what you might find for your next trip.*

1. Experience the wonder of the **Grand Canyon** this spring with all the wildflowers blooming! One-way flights to **Phoenix, AZ** as low as **\$111**
2. Headed back east? Take the trip you've been dreaming of and find one-way flights out of Yakima to **New York, New York** for as low **\$168!**
3. Enjoy the beauty of Mexico! Visit **Cabo San Lucas, Mexico** in April with one-way flights right out of Yakima as low as **\$211!**

*Fares can always change based on availability and some restrictions apply.*

*Check out Fly [Y-K-M.com](http://Y-K-M.com) to learn more. It's cheaper than you think.*





**FIELD GROUP**

thefieldgroup.net

## PRINT

We ran in both El Sol and Yakima Magazine in March.

**YAKIMA A** **LAS VEGAS**

VIAJES EN ABRIL  
EMPIEZAN A SOLO

**\$112\***

**FLYYKM.COM**

\*Los precios pueden variar dependiendo de la disponibilidad y pueden aplicar algunas restricciones.

## BILLBOARD

Below is the billboard that ran in March and received approximately 285,306 impressions.

**YAKIMA TO** **LAS VEGAS**

APRIL ONE-WAY FARES AS LOW AS

**\$112\***

Fares can change based on availability and some restrictions may apply.

**FLYYKM.COM**



## DIGITAL / FACEBOOK

We are not necessarily looking to increase visits to the FLY YKM website, but instead our goal is to increase passenger traffic through the Yakima airport. With that said, we are optimizing for more impressions (views) of the digital ads, rather than clicks on the ads to the website.

February digital was strong that promoted travel in March. We did see a drop in engagement for March and are looking at destination as a possible reason for the low digital engagement. April is shaping up to be a strong month though with Google display already doubling March's numbers in just the last 7 days.

Below is a highlight of the Everyday Sales digital and social ads.

### Google Display March Digital for Everyday Sales (3/1 - 3/31)

42,301 impressions

35 clicks on the ad

### Google Spanish Video March for Fly YKM Brand (3/1 - 3/31)

3,716 impressions

473 views

### Facebook March Digital for Everyday Sales (3/1 - 3/31)

45,986 impressions

1,879 clicks on the ad

#### Engagement

55 total comments on the ad

97 people shared the ad on Facebook

116 new people liked Fly YKM Facebook page after seeing this ad

YAKIMA TO  
LAS VEGAS

APRIL ONE-WAY  
FARES AS LOW AS  
**\$112\***

\*Terms apply.  
See site for details.

**FLYYKM.COM**



**CLIENT: FLY YKM**

**DATE: 5.17.17**

**SUBJECT: APRIL 2017 ADVERTISING CREATIVE HIGHLIGHTS**

## **APRIL PRIMARY EVERYDAY SALE**

Yakima to Los Angeles May one-way fares as low as \$99.

## **RADIO**

Starting in March, we began to run three times a week on Townsquare, Radio Yakima, and Bustos radio. April impressions = 417,090.

Destination information is changed three times a week for each spot. Below is a sample of the copy points sent in April:

*If I were go online right now and check out fares, I can find some great deals right out of Yakima.*

*See what you might find for your next trip.*

1. Zip down to San Francisco, California for some sweet California sunshine this May with one-way flights out of Yakima for as low as \$122!
2. Looking for a fun escape for a weekend getaway? Check out one-way fares to Las Vegas, Nevada right out of Yakima for as low as \$103!
3. Did you know you can fly right out of the country to Guadalajara, Mexico from Yakima for as low as \$131 this May? If you've been thinking of traveling, don't miss this great opportunity!

*Fares can always change based on availability and some restrictions apply.*

*Check out Fly [Y-K-M.com](http://Y-K-M.com) to learn more. It's cheaper than you think.*





# FIELD GROUP

thefieldgroup.net

## PRINT

We ran in both El Sol and Yakima Magazine in April. April impressions = 44,100

**YAKIMA TO**

MAY ONE-WAY FARES  
AS LOW AS

**\$99\***

**FLYYKM.COM**



\*Fares can change based on availability, and some restrictions may apply.

**YAKIMA A**

VIAJES EN MAYO  
EMPIEZAN A SOLO

**\$99\***

**FLYYKM.COM**



\*Los precios pueden variar dependiendo de la disponibilidad y pueden aplicar algunas restricciones.





## BILLBOARD

Below is the billboard that ran in April and received approximately 280,524 impressions.

### IMPRESSIONS BY BOARD

Location Description: S 1ST ST & E NOB HILL BLVD

- 2,387 average daily impressions
- 71,616 total impressions

Location Description: N 1ST WL 247' N/O I ST

- 4,465 average daily impressions
- 133,968 total impressions

Location Description: Valley Mall Blvd N/L 775' e/o Longfibre Rd

- 1,249 average daily impressions
- 37,470 total impressions

Location Description: Nob Hill Blvd S/L 265' w/o 1st St

- 1,249 average daily impressions
- 37,470 total impressions

**YAKIMA TO**

MAY ONE-WAY FARES AS LOW AS

**\$99\***

Fares can change based on availability and some restrictions may apply.

**FLYYKM.COM**

**LOS ANGELES**



## DIGITAL / FACEBOOK

We are not necessarily looking to increase visits to the FLY YKM website, but instead our goal is to increase passenger traffic through the Yakima airport. With that said, we are optimizing for more impressions (views) of the digital ads, rather than clicks on the ads to the website.

April digital was strong and will see the results with May travel. Below is a highlight of the Everyday Sales digital and social ads.

### Google Display March Digital for Everyday Sales (4/1 – 4/30)

414,391 impressions

502 clicks on the ad

### Google Spanish Video March for Fly YKM Brand (4/1 – 4/30)

4,510 impressions

557 full-video views

8 clicks to the Fly YKM website

### Facebook March Digital for Everyday Sales (4/1 – 4/30)

44,928 impressions

4,372 clicks on the ad

#### Engagement

9 total comments on the ad

13 people shared the ad on Facebook

42 new people liked Fly YKM Facebook page after seeing this ad

**YAKIMA TO**

**LOS ANGELES**

**MAY ONE-WAY  
FARES AS LOW AS**

**\$99\***

**FLYYKM.COM**

\*Terms apply.  
See site for details.



**CLIENT: FLY YKM**

**DATE: 6.6.17**

**SUBJECT: MAY 2017 ADVERTISING CREATIVE HIGHLIGHTS**

## **MAY PRIMARY EVERYDAY SALE**

Yakima to Orlando June one-way fares as low as \$221.

## **RADIO**

In May was the last month that we ran three times a week on Townsquare, Radio Yakima, and Bustos radio. May total radio impressions was 417,090.

Destination information is changed three times a week for each spot. Below is a sample of the copy points sent in May:

*If I were go online right now and check out fares, I can find some great deals right out of Yakima.*

*See what you might find for your next trip.*

1. You've heard that Yakima is the Palm Springs of Washington, but did you know that you can fly to **Palm Springs** in California right from Yakima's airport? Have fun in paradise! Look for one-way fares for as **\$161** July!
2. **Las Vegas** is only a plane ride away. Hop over to Vegas and relax with world-famous entertainment and dining! Check out one-way flights for as low as **\$112** July!
3. From fireworks to festivals, **Chicago, Illinois** is the place to be this July! Always wanted to visit this iconic city? Now you can! With one-way fares for as low as \$201 in July!

*Fares can always change based on availability and some restrictions apply.*

*Check out Fly [Y-K-M.com](http://Y-K-M.com) to learn more. It's cheaper than you think.*

Air checks attached from some of the radio on-air reads.





**FIELD GROUP**

thefieldgroup.net

**PRINT**

We ran in both El Sol and Yakima Magazine in April. April impressions = 44,100

**YAKIMA TO**

JUNE ONE-WAY FARES  
AS LOW AS

**\$221\***

**FLYYKM.COM**

\*Fares can change based on availability,  
and some restrictions may apply.

**ORLANDO**

**YAKIMA A**

VIAJES EN JUNIO  
EMPIEZAN A SOLO

**\$221\***

**FLYYKM.COM**

\*Los precios pueden variar  
dependiendo de la disponibilidad y  
pueden aplicar algunas restricciones.

**ORLANDO**





## BILLBOARD

The billboards that ran in May received approximately 416,220 impressions.

### IMPRESSIONS BY BOARD

Location Description: S 1ST ST & E NOB HILL BLVD

- 2,024 average daily impressions
- 62,756 total impressions

Location Description: N 1ST WL 247' N/O I ST

- 7,148 average daily impressions
- 221,596 total impressions

Location Description: Valley Mall Blvd N/L 775' e/o Longfibre Rd

- 1,249 average daily impressions
- 27,748 total impressions

Location Description: Nob Hill Blvd S/L 265' w/o 1st St

- 1,249 average daily impressions
- 104,120 total impressions

**YAKIMA TO**

JUNE ONE-WAY FARES AS LOW AS

**\$221\***

Fares can change based on availability and some restrictions may apply.

**FLYYKM.COM**

**ORLANDO**



## **DIGITAL / FACEBOOK**

We are not necessarily looking to increase visits to the FLY YKM website, but instead our goal is to increase passenger traffic through the Yakima airport. With that said, we are optimizing for more impressions (views) of the digital ads, rather than clicks on the ads to the website.

May digital was strong and will see the results with June travel. Below is a highlight of the Everyday Sales digital and social ads.

### **Google Display May Digital for Everyday Sales (5/1 - 5/31)**

- 385,307 impressions
- 318 clicks on the ad

### **Google Spanish Video May for Fly YKM Brand (5/1 - 5/31)**

- 4,321 impressions
- 612 full-video views

### **Facebook May Digital for Everyday Sales (5/1 - 5/31)**

- 172,027 impressions
- 2,857 clicks on the ad
- Engagement
  - 4 total comments on the ad
  - 14 people shared the ad on Facebook
  - 31 new people liked Fly YKM Facebook page after seeing this ad

YAKIMA TO  
ORLANDO

JUNE ONE-WAY FARES AS LOW AS

**\$221\***

\*Terms apply. See site for details.

**FLYYKM.COM**



**Fly YKM**

Sponsored (demo) · 🌐

June one-way fares as low as \$221\*



**\*Terms apply. See site for details.**

Fly YKM. Yakima's best way to travel! The Yakima Valley offers numerous options for travel outside of the area. But the simplest and easiest is our own Yakima Air Terminal.

[FLYYKM.COM](http://FLYYKM.COM)

[Book Now](#)



Travis Rosbach, Lloyd Wheeler and 39 others

4 Comments 15 Shares



Like

Comment

Share

## JUNE - FLY YKM ADVERTISING CREATIVE AND MEDIA HIGHLIGHTS

### **JUNE PRIMARY EVERYDAY SALE:**

Yakima to Bozeman July one-way fares as low as \$164.

### **RADIO**

In June, we ran twice a week on Townsquare and Bustos radio, and once a week on Radio Yakima radio. June total radio impressions were 417,090.

Destination information is changed each week for each spot. Below is a sample of the copy points sent in June:

*If I were to go online right now and check out fares, I can find some great deals right out of Yakima. See what you might find for your next trip.*

Looking for a fun trip that's a short flight away? Visit Old Sacramento's historic district that harkens back to the Gold Rush era, with wooden sidewalks and wagon rides. Kids and adults love the Railroad Museum, plus you can visit the zoo!  
Look for one-way flights to **Sacramento, California** for as low as **\$117** this August!

If you are looking for a special trip, look no further than **Mexico City**. See Aztec temples, discover remnants of the Spanish conquistadors, and visit the Frida Kahlo museum & the historic murals of Diego Rivera! A trip you'll never forget! Visit Mexico City for as low as **\$205** this August!

**Los Angeles** has everything! The beach, business opportunities, Hollywood, incredible dining, and of course, Disneyland! Check out one-way flights to L.A. for as low as **\$106** this August!

*Fares can always change based on availability and some restrictions apply.  
Check out Fly [Y-K-M.com](http://Y-K-M.com) to learn more. It's cheaper than you think.*

Click icon below to hear an aircheck from the month of June:





## PRINT

For print, we ran in only El Sol in June, as there is no Yakima Magazine issue in June. June total print impressions was 17,000.

**YAKIMA A**

VIAJES EN JULIO  
EMPIEZAN A SOLO

**\$164**\*

**FLYYKM.COM**

\*Los precios pueden variar  
dependiendo de la disponibilidad y  
pueden aplicar algunas restricciones.

**BOZEMAN**

## BILLBOARD

The billboards that ran in June received approximately 654,027 impressions.

**YAKIMA TO**

JULY ONE-WAY FARES AS LOW AS

**\$164**\*

**FLYYKM.COM**

\*Fares can change based on availability, and some restrictions may apply.

**BOZEMAN**

*IMPRESSIONS BY BOARD*

Location Description: S 1ST ST & E NOB HILL BLVD

- 3,649 average daily impressions
- 109,479 total impressions delivered

Location Description: N 1ST WL 247' N/O I ST

- 13,442 average daily impressions
- 403,261 total impressions delivered

Location Description: Valley Mall Blvd N/L 775' e/o Longfibre Rd

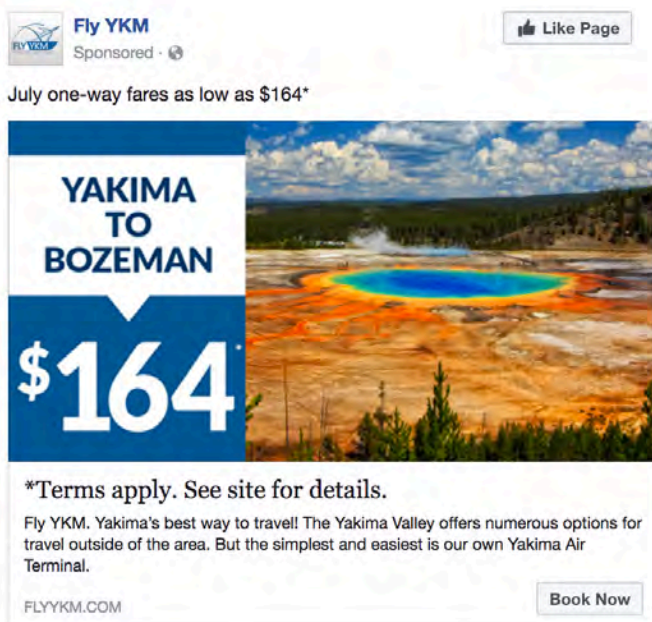
- 991 average daily impressions
- 29,730 average impressions delivered

Location Description: Nob Hill Blvd S/L 265' w/o 1st St

- 3,719 average daily impressions
- 111,557 average impressions delivered

## DIGITAL / FACEBOOK

We are not necessarily looking to increase visits to the FLY YKM website, but instead our goal is to increase passenger traffic through the Yakima airport. With that said, we are optimizing for more impressions (views) of the digital ads, rather than clicks on the ads to the website. June digital was strong and will see results with July travel. Below is a highlight of the Everyday Sales digital and social ads.



**Fly YKM**  
Sponsored · 🌐

July one-way fares as low as \$164\*

**YAKIMA TO BOZEMAN**

**\$164\***

\*Terms apply. See site for details.

Fly YKM. Yakima's best way to travel! The Yakima Valley offers numerous options for travel outside of the area. But the simplest and easiest is our own Yakima Air Terminal.

FLYYKM.COM

Book Now



**YAKIMA TO BOZEMAN**

JULY ONE-WAY  
FARES AS LOW AS

**\$164\***

\*Terms apply.  
See site for details.

**FLYYKM.COM**

**Google Display June Digital for Everyday Sales (6/1 - 6/30)**

- 357,922 impressions
- 474 clicks on the ad

**Facebook June Digital for Everyday Sales (6/1 - 6/30)**

- 140,532 impressions
- 2,818 actions: engagement, clicks, or conversions

**Engagement**

- 14 total comments on the ad
- 10 people shared the ad on Facebook
- 50 new people liked Fly YKM Facebook page after seeing this ad

## JULY - FLY YKM ADVERTISING CREATIVE AND MEDIA HIGHLIGHTS

### **JULY PRIMARY EVERYDAY SALE:**

Yakima to GUADALAJARA August one-way fares as low as \$192.

### **RADIO**

In July, we ran twice a week on Townsquare and Bustos radio, and once a week on Radio Yakima radio. July total radio impressions were 417,090.

Destination information is changed each week for each spot. Below is a sample of the copy points sent in June:

*If I were to go online right now and check out fares, I can find some great deals right out of Yakima.*

*See what you might find for your next trip.*

Have you always wanted to see the sights in our nation's capital? September is a beautiful time to visit. Walk to your hearts' content and see the Lincoln Memorial, the Washington Monument, the White House, and don't miss the Smithsonian! Check out one-way flights from Yakima to **Washington, D.C.** for as low as **\$207** in September!

Check out Lollapalooza, the Chicago Jazz Festival, or wander through exciting street fairs—you can visit **Chicago, Illinois** in August and find one-way fares for as low **\$192** right out of Yakima! Always wanted to visit this iconic city? Now you can!

Experience the wonder of Monterey Bay's famous aquarium, walk the Old Fisherman's Wharf, and savor seafood fare like you've never had before. One-way flights to **Monterey, California** for as low **\$112** in August!

*Fares can always change based on availability and some restrictions apply.*

*Check out Fly [Y-K-M.com](http://Y-K-M.com) to learn more. It's cheaper than you think.*

Click icon below to hear an aircheck from the month of July:





## PRINT

For print, we ran both in El Sol and Yakima Magazine in July. July total print impressions was 44,100.

**Yakima Magazine: 27,100 impressions**



**YAKIMA TO GUADALAJARA**

AUGUST ONE-WAY FARES  
AS LOW AS

**\$192\***

**FLYYKM.COM**

\*Fares can change based on availability,  
and some restrictions may apply.

The advertisement features a blue background on the left with white text. On the right, there is a photograph of a man playing a guitar, a woman with pink sunglasses, and a man looking at her, all in a social setting.

**El Sol: 17,000 impressions**



**YAKIMA A GUADALAJARA**

VIAJES EN AGOSTO  
EMPIEZAN A SOLO

**\$192\***

**FLYYKM.COM**

\*Los precios pueden variar  
dependiendo de la disponibilidad y  
pueden aplicar algunas restricciones.

This advertisement is identical in layout and imagery to the one for Yakima Magazine, featuring the same blue background, text, and photograph of people at a social gathering.

## BILLBOARD

The billboards that ran in July received approximately 654,027 impressions.



### *IMPRESSIONS BY BOARD*

Location Description: S 1ST ST & E NOB HILL BLVD

- 3,649 average daily impressions
- 109,479 total impressions delivered

Location Description: N 1ST WL 247' N/O I ST

- 13,442 average daily impressions
- 403,261 total impressions delivered

Location Description: Valley Mall Blvd N/L 775' e/o Longfibre Rd

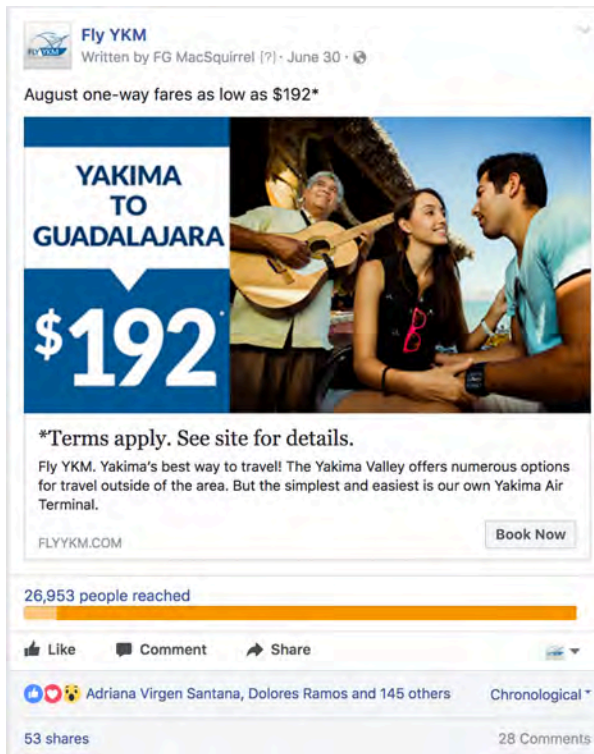
- 991 average daily impressions
- 29,730 average impressions delivered

Location Description: Nob Hill Blvd S/L 265' w/o 1st St

- 3,719 average daily impressions
- 111,557 average impressions delivered

## DIGITAL / FACEBOOK

We are not necessarily looking to increase visits to the FLY YKM website, but instead our goal is to increase passenger traffic through the Yakima airport. With that said, we are optimizing for more impressions (views) of the digital ads, rather than clicks on the ads to the website. June digital was strong and will see results with July travel. Below is a highlight of the Everyday Sales digital and social ads.



### Google Display July Digital for Everyday Sales (7/1 – 7/31)

- 263,313 impressions
- 397 clicks on the ad
- 0.15% click-thru-rate (*average click thru rate is 0.08%*)

### Facebook July Digital for Everyday Sales (7/1 – 7/31)

- 91,779 impressions
- 967 actions: engagement, clicks, or conversions

#### Engagement

- 23 total comments on the ad
- 51 people shared the ad on Facebook
- 71 new people liked Fly YKM Facebook page after seeing this ad

## AUGUST - FLY YKM ADVERTISING CREATIVE AND MEDIA HIGHLIGHTS

### **PRIMARY EVERYDAY SALE:**

Yakima to Los Cabos September one-way fares as low as \$200.

### **RADIO**

In August, we ran twice a week on Townsquare and Bustos radio, and once a week on Radio Yakima radio.

Destination information is changed each week for each spot. Below is a sample of the copy points sent in June:

*If I were to go online right now and check out fares, I can find some great deals right out of Yakima.*

*See what you might find for your next trip.*

See the Golden Gate Bridge in the glow of autumn! Ride the trolley and visit the beautiful historic district of San Francisco! See it for yourself, with one-way flights to **San Francisco, California** for as low as **\$88** in September.

Check out Austin's famed music scene and enjoy cooler nights this fall. If you've been wanting to experience Tex-Mex cuisine and great bands of all genres, look for one-way flights to **Austin, Texas** for as low as **\$146** in September!

Take a trip to Mexico's second largest city, **Guadalajara, Mexico!** See breathtaking buildings, enjoy mariachi bands and traditional folk dancers, and stroll through beautiful parks and city squares. Check out one-way fares for as low as **\$186** in September.

*Fares can always change based on availability and some restrictions apply. Check out Fly [Y-K-M.com](http://Y-K-M.com) to learn more. It's cheaper than you think.*

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## PRINT

For print, we ran in El Sol in August  
El Sol: 17,000 impressions

**YAKIMA A**

VIAJES EN SEPTIEMBRE  
EMPIEZAN A SOLO

**\$200\***

**FLYYKM.COM**

\*Los precios pueden variar  
dependiendo de la disponibilidad y  
pueden aplicar algunas restricciones.

**LOS CABOS**



## BILLBOARD

The billboards that ran in August received approximately 293,895 impressions:

**YAKIMA TO**

SEPTEMBER ONE-WAY FARES AS LOW AS

**\$200\***

**FLYYKM.COM**

\*Fares can change based on availability, and some restrictions may apply.

**LOS CABOS**



### *IMPRESSIONS BY BOARD*

Location Description: S 1ST ST & E NOB HILL BLVD

- 2,450 average daily plays
- 75,858 total plays delivered

Location Description: N 1ST WL 247' N/O I ST

- 4,616 average daily impressions
- 143,097 total impressions delivered

Location Description: Valley Mall Blvd N/L 775' e/o Longfibre Rd

- 1,249 average daily impressions
- 37,470 average impressions delivered

Location Description: Nob Hill Blvd S/L 265' w/o 1st St

- 1,249 average daily impressions
- 37,470 average impressions delivered

### **DIGITAL / FACEBOOK**

We are not necessarily looking to increase visits to the FLY YKM website, but instead our goal is to increase passenger traffic through the Yakima airport. With that said, we are optimizing for more impressions (views) of the digital ads, rather than clicks on the ads to the website. August digital was strong and will see results with September travel. Below is a highlight of the Everyday Sales digital and social ads

### **Google Display August Digital for Everyday Sales (8/1 – 8/31)**

- 435,317 impressions
- 359 clicks on the ad



### Facebook August Digital for Everyday Sales (8/1 – 8/31)

- 27,809 impressions
- 647 actions: engagement, clicks, or conversions

#### Engagement

- 13 total comments on the ad
- 14 people shared the ad on Facebook
- 25 new people liked Fly YKM Facebook page after seeing this ad



**Fly YKM**

Written by FG MacSquirrel [?] · August 1 · 🌐



September one-way fares as low as \$200\*



**\*Terms apply. See site for details.**

Fly YKM. Yakima's best way to travel! The Yakima Valley offers numerous options for travel outside of the area. But the simplest and easiest is our own Yakima Air Terminal.

[FLYYKM.COM](http://FLYYKM.COM)

**Book Now**

## SEPTEMBER - FLY YKM ADVERTISING CREATIVE AND MEDIA HIGHLIGHTS

### **PRIMARY EVERYDAY SALE:**

Yakima to Los Angeles September one-way fares as low as \$74.

### **RADIO**

In September, we ran twice a week on Townsquare and Bustos radio, and once a week on Radio Yakima radio.

Destination information is changed each week for each spot. Below is a sample of the copy points sent in September:

If I were to go online right now and check out fares, I can find some great deals right out of Yakima. See what you might find for your next trip.

Looking for a fun trip that's a short flight away? Visit Old Sacramento's historic district! And both kids and adults love the Railroad Museum! Look for one-way flights to Sacramento, California for as low as \$103 this September!

Extend summer and take a trip to San Diego! Whether you go for the sandy beaches, the zoo, or to experience the Mexican culture in historic Old Town, there's something for everyone! Watch for one-way flights as low as \$108 this September!

Visit the Big Apple in the perfect weather of September! Check out Central Park, Broadway, and Times Square! Fly right out of Yakima and take the trip of a lifetime! See New York with one-way fares for as low as \$151!

Fares can always change based on availability and some restrictions apply. Check out Fly Y-K-M.com to learn more. It's cheaper than you think.

### **PRINT**

For print, we ran in El Sol and Yakima Magazine in September. September total print impressions was 44,100:

Yakima Magazine: 27,100 impressions  
El Sol: 17,000 impressions





## BILLBOARD

The billboards that ran in September received approximately 241,085 impressions:

### *IMPRESSIONS BY BOARD*

Location Description: S 1ST ST & E NOB HILL BLVD  
2,183 average daily plays 65,507 total plays delivered

Location Description: N 1ST WL 247' N/O I ST  
3,332 average daily plays 99,983 total plays delivered

Location Description: Valley Mall Blvd N/L 775' e/o Longfibre Rd  
1,249 average plays per day 37,470 estimated plays delivered

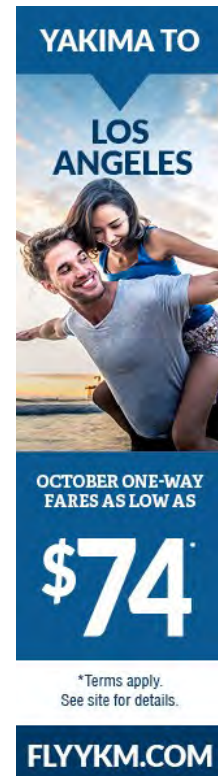
Location Description: Nob Hill Blvd S/L 265' w/o 1st St  
2,242 average plays per day 38,125 estimated plays delivered

## DIGITAL / FACEBOOK

We are not necessarily looking to increase visits to the FLY YKM website, but instead our goal is to increase passenger traffic through the Yakima airport. With that said, we are optimizing for more impressions (views) of the digital ads, rather than clicks on the ads to the website. September digital was strong and will see results with October travel. Below is a highlight of the Everyday Sales digital and social media ads.

### Google Display September Digital for Everyday Sales (9/1 – 9/30)

523,850 impressions  
656 clicks on the ad

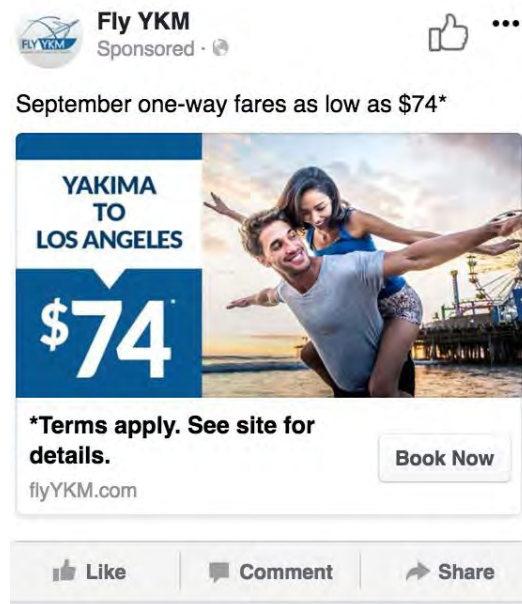



## Facebook September Digital for Everyday Sales (9/1 –9/30)

- 32,339 impressions
- 1,158 actions: engagement, clicks, or conversions

### Engagement

- 20 total comments on the ad
- 25 people shared the ad on Facebook
- 50 new people liked Fly YKM Facebook page after seeing this ad



**Fly YKM**  
Sponsored · 

September one-way fares as low as \$74\*




**YAKIMA  
TO  
LOS ANGELES**

**\$74**

**\*Terms apply. See site for details.**

[flyYKM.com](http://flyYKM.com)

[Book Now](#)

 Like |  Comment |  Share

## OCTOBER - FLY YKM ADVERTISING CREATIVE AND MEDIA HIGHLIGHTS

### **OCTOBER PRIMARY EVERYDAY SALE:**

Yakima to New York one-way fares as low as \$148 in November.

### **BILLBOARD**

The billboards that ran in October received approximately 273,770 impressions.



### *IMPRESSIONS BY BOARD*

Location Description: S 1ST ST & E NOB HILL BLVD

- 2,511 average daily impressions
- 67,973 total impressions delivered

Location Description: N 1ST WL 247' N/O I ST

- 5,515 average daily impressions
- 101,526 total impressions delivered

Location Description: Valley Mall Blvd N/L 775' e/o Longfibre Rd

- 1,249 average daily impressions
- 37,470 average impressions delivered

Location Description: Nob Hill Blvd S/L 265' w/o 1st St

- 3,718 average daily impressions
- 66,801 average impressions delivered

## DIGITAL / FACEBOOK

We are not necessarily looking to increase visits to the FLY YKM website, but instead our goal is to increase passenger traffic through the Yakima airport. With that said, we are optimizing for more impressions (views) of the digital ads, rather than clicks on the ads to the website. October digital was strong and will see results with November travel. Below is a highlight of the Everyday Sales digital and social ads.

### Google Display Digital for Everyday Sales (10/1 – 10/31)

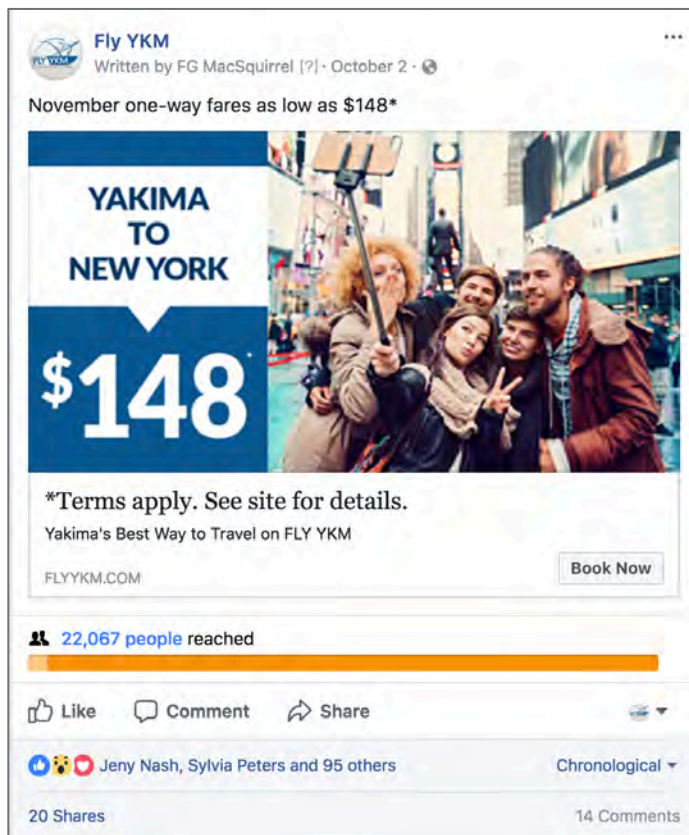
- 202,869 impressions
- 153 clicks on the ad

### Facebook Digital for Everyday Sales (10/1 – 10/31)

- 61,803 impressions
- 774 actions: engagement, clicks, or conversions

#### Engagement

- 16 total comments on the ad
- 21 people shared the ad on Facebook
- 31 new people liked Fly YKM Facebook page after seeing this ad





## **DECEMBER - FLY YKM** **ADVERTISING CREATIVE AND MEDIA HIGHLIGHTS**

### **DECEMBER PRIMARY EVERYDAY SALE:**

Yakima to San Francisco one-way fares as low as \$78 in January.

### **BILLBOARD**

The billboards that ran in December received approximately 537,971 impressions.



### **IMPRESSIONS BY BOARD**

Location Description: S 1ST ST & E NOB HILL BLVD

- 2,511 average daily impressions
- 85,327 total impressions delivered

Location Description: N 1ST WL 247' N/O I ST

- 5,515 average daily impressions
- 229,850 total impressions delivered

Location Description: Valley Mall Blvd N/L 775' e/o Longfibre Rd

- 1,249 average daily impressions
- 37,470 average impressions delivered

Location Description: Nob Hill Blvd S/L 265' w/o 1st St

- 3,718 average daily impressions
- 185,324 average impressions delivered

## DIGITAL / FACEBOOK

We are not necessarily looking to increase visits to the FLY YKM website, but instead our goal is to increase passenger traffic through the Yakima airport. With that said, we are optimizing for more impressions (views) of the digital ads, rather than clicks on the ads to the website. Below is a highlight of the Everyday Sales digital and social ads.

### Google Display & Facebook Digital Ads for Everyday Sales (11/1 – 11/30)

- 385, 217 impressions
- 1, 295 actions: engagement, clicks, or conversions

#### Facebook Engagement

- 74 post reactions
- 10 total comments on the ad
- 17 people shared the ad on Facebook
- 36 new people liked Fly YKM Facebook page after seeing this ad



**YAKIMA TO**

**SAN FRANCISCO**

**JANUARY ONE-WAY  
FARES AS LOW AS**

**\$78\***

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**FLYYKM.COM**